

## Message Text

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PAGE 01 DHAHRA 00746 01 OF 02 280649Z  
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W  
-----106873 280656Z /21

R 271255Z JUN 77  
FM AMCONSUL DHAHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5519  
AMEMBASSY ATHENS  
AMEMBASSY DAMASCUS  
AMEMBASSY JIDDA  
AMEMBASSY KUWAIT  
USLO RIYADH

UNCLAS SECTION 1 OF 2 DHAHRAN 0746

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJECT: PROCESS CONTROLS TRADE MISSION -- OCTOBER 1977

REF: USDOC 11623, DHAHRAN 0590

1. RE REF DEPTEL, POST SECONS WISDOM OF US MANUFACTURERS OF PROCESS CONTROLS TO DROP CONCEPT OF TECHNICAL SEMINAR IN FAVOR OF SPECIALIZED TRADE MISSION. AS WE SUGGESTED EARLIER (SEE DHAHRAN REFTEL) WE NOW OF BELIEF THAT A TECHNICAL SEMINAR MAY NOT BE THE MOST SUITABLE MEANS TO USE AS WE SEEK TO ATTRACT EASTERN PROVINCE INTEREST IN HIGH TECHNOLOGY PRODUCTS SUCH AS PROCESS CONTROLS. POST WAS, IN THIS REGARD, PARTICULARLY DELIGHTED TO READ THAT EMBASSY JIDDA (SEE JIDDA 4447) NOW SHARES OUR THOUGHTS IN THIS AREA.

2. SUBSEQUENT TO TRANSMISSION OF OUR REFTEL, POST HAS BEEN ABLE TO DEVOTE MORE TIME TO RESEARCHING POTENTIAL MARKET IN CONSULAR DISTRICT FOR US PROCESS CONTROLS. ADDITIONAL EVIDENCE ONLY RE-INFORCES MARKETING COMMENTS MADE IN PARA 1-3 OF OUR REFTEL. WE HAVE DETERMINED ONLY ONE UNCLASSIFIED

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COMPANY, APART FROM ARAMCO, THAT IS A SIGNIFICANT CONSUMER OF PROCESS CONTROLS. IT REPORTS THAT AFTER-SALES SERVICE IS ALMOST UNOBTAINABLE AND LOCAL AGENTS TYPICALLY TAKE LITTLE INTEREST IN MARKET FOR PROCESS CONTROLS. WE HAVE IDENTIFIED ONE COMPANY THAT HAS TAKEN REAL INTEREST IN PROCESS CONTROLS MARKETING AND SERVICE AND SEVERAL THAT MIGHT BE CANDIDATES IF THEY CAN BE CONVINCED THAT THERE IS A GROWING MARKET HERE FOR

PRCESS CONTROLS.

3. AS WE SUGGESTED IN OUR REFTEL, ARAMCO PROVIDES THE MAJOR MARKET FOR PROCESS CONTROLS IN THE CONSULAR DISTRICT. ITS FAMILIARILY AND EXPERTISE WITH PROCESS CONTROLS IS SO SUPERIOR IN THIS MARKET THAT WE JUDGE THE MARKET FOR THOSE PRODUCTS TO BE "TWO TIER" IN CHARACTER. ON ONE HAND, ARAMCO WITH A PROCESS CONTROL ENGINEERING UNIT, HAS ADOPTED OR IS IN THE PROCESS OF ADOPTING SOPHISTICATED PROCESS CONTROLS SYSTEMS WHICH ARE FULLY COMPATEBLE WITH ITS OPERATIONS AS THE LARGEST PETROLEUM PRODUCING COMPANY IN THE WORLD. ARAMCO, THEREFORE, IS SO FAR OUT IN FRONT OF OTHER COMPANIES IN THE AREA THAT IT BEHOOVES US TO BELIEVE THAT A TRADE MISSION OFFERING PROCESS CONTROLS MUST OFFER VERY SOPHISTICATED PRODUCTS TO APPEAL TO ARAMCO TECHICANS. LOOKING AT THE OTHER "TIER", IF TECHNOLOGICALLY-ADVANCED PRODUCTS ARE TO BE OFFERED BY TRADE MISSION MEMBERS, MOST INDUSTRIAL FIRSM, OR THOSE COMPANIES SUPPLYING THE INDUSTRIAL SECTOR HERE, ARE NOT YET IN A POSITION TO USE OR MARKET THOSE GOODS AND SERVICE. MOST TRADE MISSION MEMBERS WILL FIND THE LOWER TIER TO BE OF LITTLE INTEREST UNLESS THEY WISH TO SEARCH ABOUT FOR A LOCAL AGENT TO FOLLOW UP ON ARAMCO SALES ALREADY MADE.

4. WE DO NOT EXCLUDE THE ARAMCO MARKET ALTHOUGH IT HAS RECEIVED SALES OF ENGINEERING REPS FROM ANY NUMBER OF US UNCLASSIFIED

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PROCESS CONTROL COMPANIES. CURRENTLY, FOR EXAMPLE, IT HAS OR WILL RECEIVE PRESENTATIONS FROM SEVERAL LEADING US COMPANIES IN THE PROCESS CONTROL FIELD. ALTHOUGH ARAMCO HAS SELECTED SOME PROCESS CONTROL SUPPLIERS AND IS CLOSE TO SELECTING OTHERS, WE DO NOT SAY THAT THE OIL COMPANY IS A CLOSED MARKET BUT, RATHER, A VERY SELECTIVE MARKET. FOR EXAMPLE, SELECTION OF LARGE COMPUTERS FOR PROCESS CONTROL SYSTEM HAS BEEN MADE BUT ARAMCO PROCESS CONTROL ENGINEERS WOULD LIKE TO TALK WITH COMPANIES WHO HAVE DEVELOPED NEW MICRO-PROCESSORS. ONE ENGINEER COMMENTED THAT "THE STATE OF THE ART IS CHANGING FAST" AND OIL COMPANY WILL WANT TO TALK WITH COMPANIES WHO MAKE PRODUCTS APPLICABLE TO ARAMCO'S NEEDS.

5. IN VIEW OF FOREGOING, POST HAS COMPILED A LIST OF US COMPANIES THAT ARE OR WILL BE SUPPLYING PROCESS CONTROLS AND SERVICES TO ARAMCO. POSTBELIEVES LIST WILL BE HELPFUL TO USDOC OFFICIALS PLANNING SUBJECT TRADE MISSION AND TO PROCESS CONTROL COMPANIES INTERESTED IN COMING TO DHAHRAN AS IT WILL SHOW THEM THEIR COMPETITION THAT IS ALREADY ON THE GROUND HERE AND, HOPEFULLY, HELP THEM IDENTIFY A GAP WHICH AN ENERGETIC US COMPANY CAN TRY TO FILL. ARAMCO ENGINEERS NOTE THAT LIST, WHICH FOLLOWS, IS BY NO MEANS

COMPLETE AS THERE ARE PROCESS CONTROL COMPONENTS WHICH SUPPLIERS OFTEN PURCHASE FROM ORIGINAL EQUIPMENT MANUFACTURERS (OEM) AND DESIGN THE EQUIPMENT INTO THEIR OWN SYSTEM:

APPLIED AUTOMATION, BARTELSVILLE, OKLAHOMA (EMERGENCY SHUT DOWN SYSTEMS).

MINNEAPOLIS HONEYWELL, MINNEAPOLIS (\$7 MILLION IN INSTRUMENTATION AND SEVERAL LARGE COMPUTERS NOW UNDER CONSIDERATION).

HARRIS CORP, ELECTRONIC SYSTEMS DIV., MELBOURNE, FLA. (INSTRUMENTATION FOR WATER INJECTION PROGRAM).

WESTINGHOUSE, PITTSBURG, PENNA (INDUSTRIAL APPLICATIONS).  
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IBM, NEW YORK (REMOTE JOB ENTRY SYSTEMS).

HEWLETT-PACKARD, PALO ALTO, CALIF. (VARIOUS OEM ITEMS).

BILES AND ASSOCIATES, HOUSTON, TEXAS (SOFTWARE AND CONSULTING).

UNITED TECHNOLOGIES, HARTFORD, CONN. (TURBINE MONITORING).

TELEDYNE SYSTEMS, LOS ANGELES (TURBINE MONITORING).

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ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W  
-----098176 280700Z /21

R 271255Z JUN 77  
FM AMCONSUL DHARHAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 5520  
AMEMBASSY ATHENS  
AMEMBASSY DAMASCUS  
AMEMBASSY JIDBU

AMEMBASSY KUWAIT  
USLO RIYADH

UNCLAS SECTION 2 OF 2 DHAHRAN 0746/2

TELEDYNE GEOTECH, DALLAS, TEXAS (MICROPROCESSERS AND COMPRESSER CONTROLS).

ROCHERSTER INSTRUMENTS, ROCHESTER, N.Y. (SEQUENCY OF EVENTS RECORDERS ).

POWELL MAGNETIC INDUSTRIES, PROCESS SYSTEMS INSTRUMENTS DIV SANTA ANA, CALIF (DEDICATED MICRO-PROCESS CONTROLLERS).

EMC, TIMONIUM, MARYLAND (DIGITAL DATA ACQUISTION SYSTEMS).

NORTHROP, PALOS VERDES PENINUSLA, CALIF (POWER CONTROLS AND DISPATCHI

FOXBORO, FOXBORO, MASS (INSTRUCMENTATION).

MUNCK SYSTEMS, HAMPTON, VIRGINIA (AUTOMATED WAREHOUSING SYSTEMS)

FERROCUBE, SAUGERTIES, N.Y. (INSTRUMENTATION).

DANIELS METER,IHOUSTON (METERING).

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DIGITAL EQUIPMENT, MAYNARD, MASS. (VAROUS OEM ITEMS).

6. POST IN SHORT, H MJ EH M FOR A PROCESS CONTROLS TRADE MISSION THAN IT HASMKOR A PROCESS CONGOLS TECHNICAL SEMINAR -- BUT NOT MUCH MORE FOR REASON CITED AABO ND IN PARA 1-3 OF ITS REFTEL. POST ALSO NOTES THAT KEY ARAMCO PROCESS DECISION MAKER WILL BE ON LEAVE AT TIME SUBJECT TRADE VISIT IS SCHECULED TO BE IN DHAHRAN. POST'S WISH TO DEFER MAKING A DECISION ON WHETHER TO RECEIVE SUBJECT TRADE MISSION BASED ON FACT THAT POST HAS BEEN ASKED TO RECEIVE ONE OTHER TRADE MISSION AT THE SAME TIME AND WILL HOST ANOTHER TRADE MISSION SHORTLY BEFORE THE PROCESS CONTROLS TRADE MISSION WOULD ARRIVE IN DHAHRAN. POST STRESSES THAT IT SIMPLY DOES NOT HAVE THE STAFF TO SUPPORT SO HEAVY A TRADE PROMOTION BURDEN AT ONE TIME (A DISCUSSION THAT WILL BE TREATED IN SEPTELS). THEREFORE, POST REQUESTS USDOC TO KEEP IT INFORMED ON ITS PLANS FOR SUBJECT TRADE MISSION AND, MOST IMPORTANT, ADVISED AS TO WHICH COMPANIES (TOGETHER WITH DESCRIPTIONS OF THEIR PRODUCTS) HAVE ACCEPTED INVITATIONS TO JOIN THE PROCESS CONTROLS TRADE MISSION ON ITS OCTOBER

TOUR OF MIDDLE EAST.  
BUSHNELL

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## Message Attributes

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